

A Modern Technology Approach to Promote Operational Flexibility

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THE WORLD TODAY

- Demand has to be predicted and managed
- Behavior change through incentivization
- Data available is growing exponentially, but data analysis has remained flat
- Real integration is needed – *but how?*

THE WORLD TOMORROW

A clear and whole picture of the transportation network

More informed travelers across any selected mode

Equitable charging based on use and mode

THE WORLD TOMORROW

Real-time and dynamic information

Effective incident and crisis management

Convenience of a *single patron account*

NextCity[®] Trends



The Future of Transport



					
AFC / Open Payment Solutions / Mobile	Analytics	Real-Time Passenger Information	Integrated Transport Management	Tolling	Parking & Shared Services

Public transport ticketing, revenue management & services

Big data tools, deep analytics techniques

Enables bus operators, customers to monitor bus status

Systems for traffic and transportation management and information

Road user charging

Availability, reservations, fare payment for parking, taxis, ride sharing

Transportation Vision



Integrated payments, information and decision-management system.



- 54% of the world's population lives in urban areas (compared to 30% in 1950)
- By 2050, 66% of the population is projected to be urban
- 28 mega-cities with more than 10 million inhabitants – by 2030, 40 mega-cities projected
- Exponential increases in congestion
- Convergence with population growth

- Rapid connectivity to almost anyone, anywhere in the world – The Information Age
- Number of mobile subscriptions surpassed world population in 2014
- 10X growth in mobile traffic predicted between 2013-2019
- The Internet of Things – advanced connectivity of devices, systems and services
- Emergence of Big Data and The Cloud

- **Consumer/Mobile/Traveler Information**
- Better informed passengers – predictive, personalized and actionable information
- Deeper insights into customer behavior
- More convenient access to payment/info

- **One Account**
- Integrated fare structures across transit, tolling, parking etc.
- Improved customer service and convenience and reduced cost

- **Analytics**
- Enhanced operations and planning ability; reduced costs
- Improved crisis management
- New revenue opportunities through 3rd party use of data

NextCity®



Key Benefits

- 1 Eliminate uncertainty
- 2 Reduced service costs
- 3 New revenue opportunities

- 1 Integrated policy
- 2 Reduced operations costs
- 3 Enhanced customer experience

- 1 Identify unknown relationships
- 2 Model + measure impact of decisions + policy changes
- 3 Benchmark + performance measurements

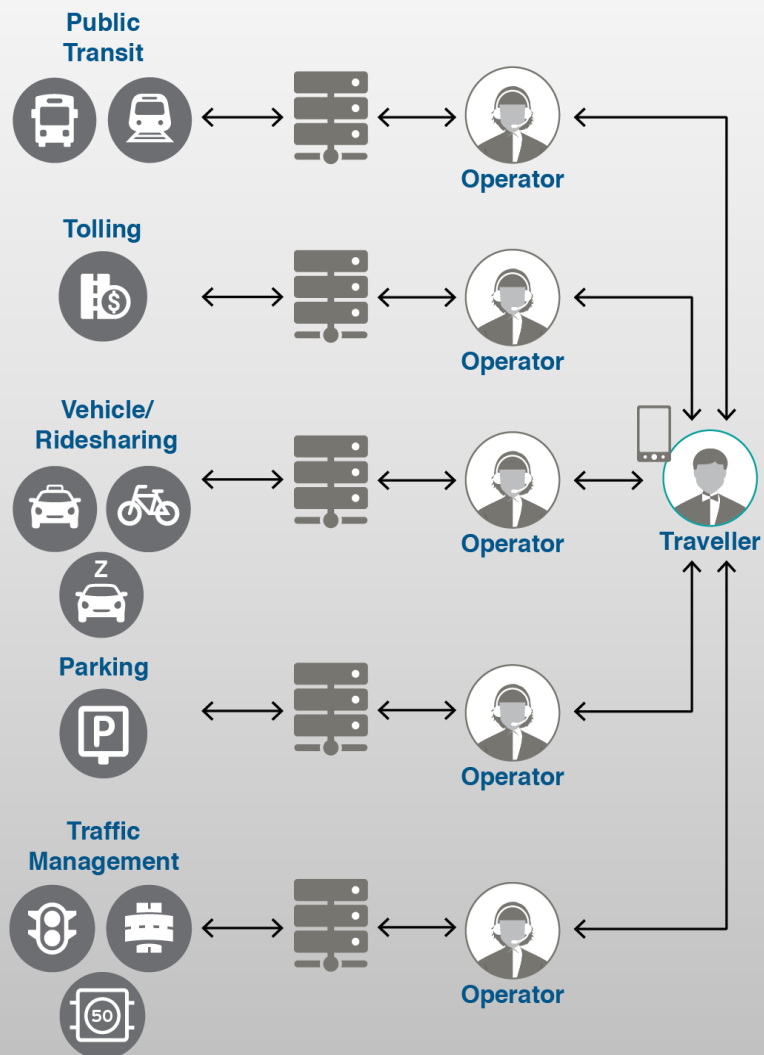
Vision

- One Payment Account, All Modes
- Personalized and Pushed Traveler Updates
- Smarter, Real-Time Journey Planning
- Integrated Pricing (“Super Day Pass”)
- Real-Time Integrated Use Information
- Dynamic Information and Price Updates
- Trended, Integrated Data Analytics
- Leveraging Existing Assets



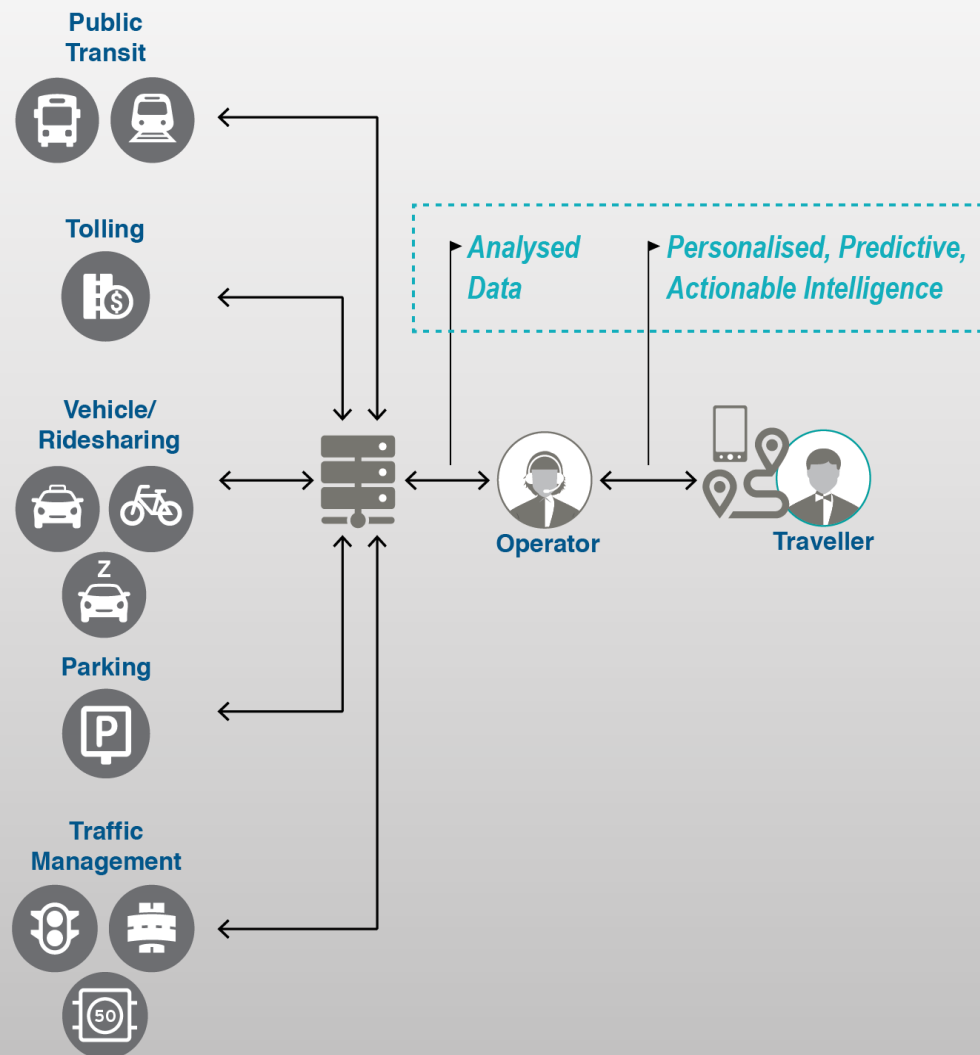
NextCity[®] Integrated Transportation

Agencies Working in Silos (Multiple Accounts)

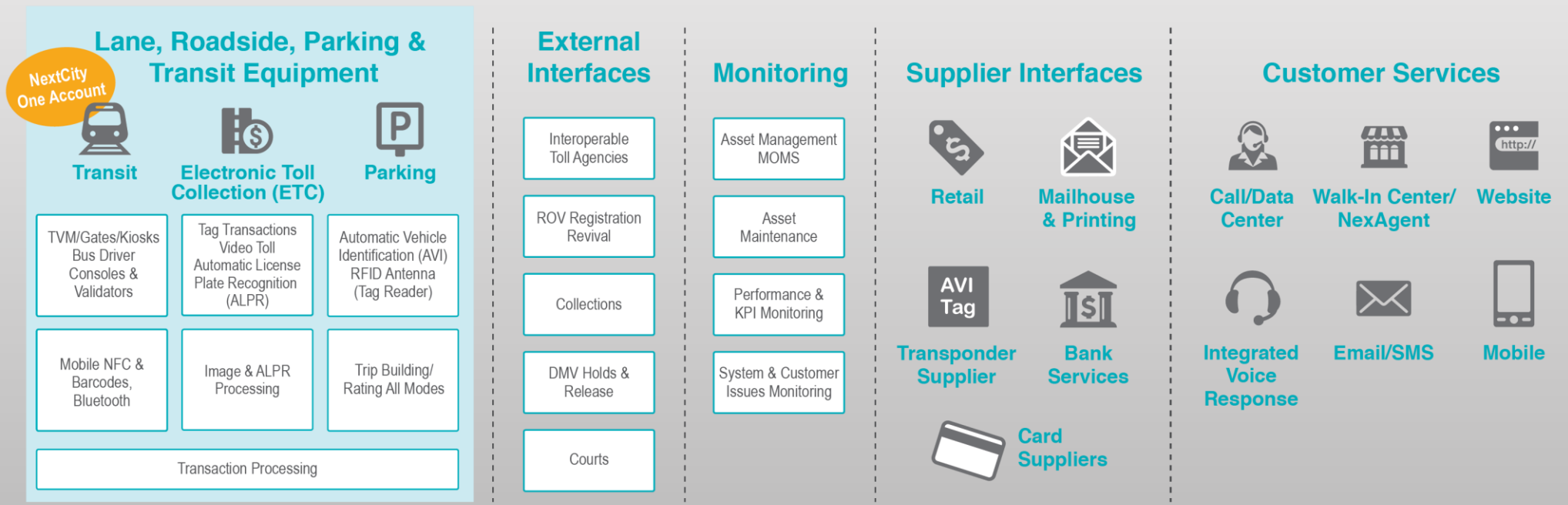
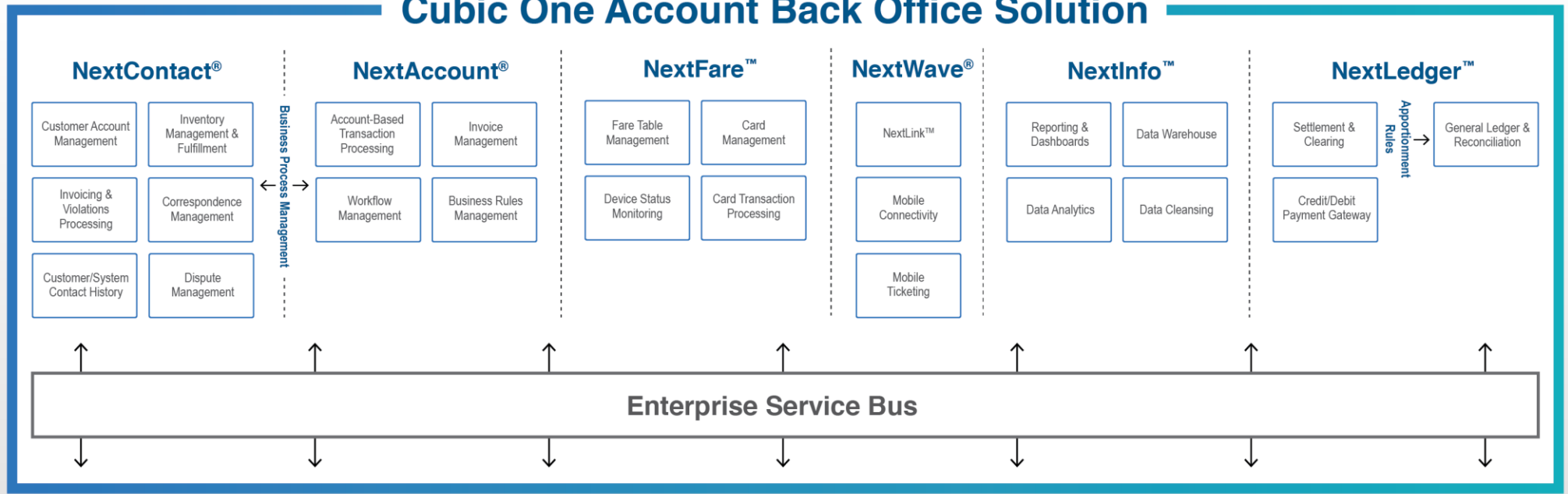


VS

NextCity (One Account)



Cubic One Account Back Office Solution



The Vision Becoming Real: London

- World's largest and most complex multi-modal smartcard-based fare system – 12.4 million journeys every day including Oyster and contactless bankcards
- 100+ million contactless bankcard journeys to date
- Open payments with Fare Capping; contactless bank cards and mobile smartphones. One payment media for all regional travel.



The Vision Becoming Real: Chicago

- First Full-Scale Open Loop Roll-Out Account-based system
 - Mobile Payment
 - Offered across modes and agencies

- Unique opportunity with a public and private partnership
 - 1st time in USA financing an AFC project of this scale

- 1.5 million taps on average weekday; 563M Transactions, 4.185M Accounts, 100% Ridership in First 4 Months Since Rollout





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